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**Presidency University**

**Bengaluru**

**School of Management**

**Make-up End-Term Examination - July 2024**

**Date**: 3rd July 2024

**Time**: 9:30am – 12:30Pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: I

**Course Code**: MBA2035

**Course Name**: Sales and Marketing Management

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Segmentation is dividing the market into smaller groups of buyers with distinct needs, characteristics, or behavior who might require separate products or marketing mixes. With reference to this context, list the limitations of segmentation. (CO:1 Knowledge)
2. Recall the key strategies deployed by a business when the brand is in maturity stage of the Product Life Cycle? (CO:1 Knowledge)
3. Packaging, sometimes called the fifth P, is all the activities of designing and producing the container or wrapper for a product. With reference to this context, recognize the objectives of packaging. (CO:2 Knowledge)

1. Marketing is meeting the needs of your customers for a profit. Hence, it is obvious that everything needs to be marketed to reach the potential customer. In light of this context, apart from the usual products and services, identify at least three entities that can be marketed with suitable examples. (CO:2 Knowledge)
2. Professional and successful salespeople understand non-verbal signals of buyers and respond to them verbally and non-verbally. List any three traits of non-verbal communication that Salesmen encounter. (CO:3 Knowledge)

1. Not all products have to be distributed in the same manner to reach the customer. In light of this

context, distinguish between Intensive Distribution v/s Selective Distribution (CO:3 Knowledge)

1. The company develops various marketing techniques as well as sales strategies to reach the widest possible customer base. Describe any two functions of a distribution channel. (CO:3 Knowledge)
2. Sales promotion includes several communications activities that attempt to provide added value. Define the term "sales promotion" according to Philip Kotler. (CO:3 Knowledge)
3. You need to sell no matter who you are or where you are in life. Nith reference to this context, List 3 reasons showing the importance of personal selling and sales management. (CO:4 Knowledge)
4. Distinguish between Advertising and Publicity (CO:4 Knowledge)
5. Explain the importance of qualifying prospects in the personal selling process. (CO:4 Knowledge)
6. Define Public Relations asa communication tool. (CO:4 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Explain the role of various factors like culture, social influences, personal characteristics, and psychological factors in influencing consumers' purchasing decisions. Provide examples to support your answer. (CO:1 Application)
2. Define Channel conflict and Channel Control. Explain the causes for channel conflict with relevant examples. (CO:2 Application)

1. Discuss the importance of AIDA model during development advertisements for product or services. (CO:3 Application)
2. Define Quotas and describe the process and factors that one would consider while assigning a sales quota to Salesmen. (CO:4 Application)

1. You are selling a new line of eco-friendly cleaning products. Develop a sales approach and presentation tailored to a potential customer who values sustainability. (CO:5 Application)
2. Design a comprehensive target marketing strategy for selling Luxury Villas located on the outskirts of Dodda ballapura, in Bangalore. ( (CO:5 Application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Business Case 1: Channel Conflict at Adidas India Marketing Private Limited

Adidas India Marketing Private Limited is a leading manufacturer of high-quality athletic apparel. Hidas produces Men's clothing -T Shirts, Trousers, Tracks, Women's clothing -T Shirts and tops, Kids shoes and kids clothing. This company is based at New Delhi, India.

Company size

10,001+ employees

387 associated members

They primarily sell through two channels:

Direct-to-Consumer (D2C): Their own online store and flagship physical locations.

Wholesalers: Sporting goods stores and fitness boutiques across the country.

Recently, tensions have risen between the two channels. Wholesalers complain about price undercutting by Adidas India Marketing Private Limited D2C stores, which offer frequent discounts and promotions. This makes it difficult for wholesalers to compete and maintain their profit margins. Conversely, Adidas India Marketing Private Limited feels wholesalers are not effectively promoting their latest collections and are focusing on pushing lower-priced competitor brands.

**Questions:**

1. Discuss as to how Adidas can manage the channel conflict to ensure the success of both its D2C and wholesale channels?

2. Should Adidas India explore additional sales channels?

(CO3) [Analysis]

1. J&K Enterprises is a leading manufacturer of office furniture, known for its ergonomic designs and sustainable materials. The company is looking to expand its market reach its and has recently revamped sales team to achieve more aggressive growth targets. The new sales structure includes a mix of inside sales representatives, field sales representatives, and sales managers, each with distinct roles and responsibilities.

Inside sales representatives focus on customer outreach and relationship management through phone and email communication. They are responsible for handling inquiries, providing product information, and closing smaller sales. Field sales representatives, on the other hand, visit potential clients in person, conduct product demonstrations, and negotiate larger deals. Sales managers oversee the sales team, develop sales strategies, set targets, and ensure that the team meets its goals.

To ensure the success of the revamped sales team, J&K Enterprises is keen to understand the unique contributions of each role and how they can synergize to maximize sales performance.

Questions:

1.Describe the primary roles and responsibilities of inside sales representatives, field sales representatives, and sales managers at J&K Enterprises. How do these roles complement each other in achieving the company's sales targets?

2. Given the distinct roles within the sales team at J&K Enterprises, what strategies can the sales managers implement to enhance the coordination and effectiveness of the team? Provide specific examples of activities or practices that could be adopted

(CO:4 Analysis)